



Just Start

Next Meeting Date: April 9, 2010
March Issue



Friday Night – *Reflection* with Charles Petty CSP, CPAE

Dr. Charles Petty is a humorous motivational speaker and has spoken to over 3100 different clients in 50 states and 15 countries. Audiences laugh and learn. They give him standing ovations. He routinely receives the ultimate compliment paid any professional motivational speaker – invitations back again and again. A dedicated and visionary member of the Carolinas Chapter since 1988, Charles will reflect on *“Doing Nothing But Eating And Speaking For 26 Years.”* Join us for a wonderful evening!

Saturday Morning

Organizing the Speaker’s Office: Setting up Your Systems for Success



Are you slowly drowning in a sea of paper and email? Does the sight of your messy office frustrate you? If you're disorganized, your speaking business won't run smoothly. You will learn the systems you'll need to succeed in the speaking business:

- 1) Follow an engagement through the process of booking, contracting, preparing, and traveling.
- 2) Stay organized while on the road.
- 3) Be efficient with email.
- 4) Set up your client files, reference files, subject files, and records.
- 5) Track projects and ideas, plus book and speech content.
- 6) Organize electronic information, internet, and research data.
- 7) File and retrieve active work-in-progress.

Laura Stack, CSP is a personal productivity expert, author, and professional speaker who helps professionals achieve Maximum Results in Minimum Time®. She is the president of The Productivity Pro®, Inc., a time management training firm in Denver, Colorado, specializing in productivity improvement in high-stress organizations. She is the bestselling author of three works published by Random House: (1) *The Exhaustion Cure*, (2) *Find More Time*, and (3) *Leave the Office Earlier*. Her fourth work, *SUPERCOMPETENT*, hits bookstores in August 2010. Laura is the 2011-2012 president of the National Speakers Association.

The Art of Designing Digital Story Telling with John Fallon



Let's face it. We've all experienced it. It's the PowerPoint or Keynote presentation we never, ever wanted to endure. All it takes is a combination of poor graphics, text, colors, images and animations to completely turn your audience off. We know these presentations can make or break a message, a sale or a training session. When the audience is turned off, the message isn't delivered. Through this humorous, engaging and entertaining session, learn some key elements that make your digital story support your message. Let's move your next visual presentation to the next level! Participants will learn:

- 1) What makes "good" design,
- 2) Digital storytelling,
- 3) Incorporating "image superiority effect" into your presentations,
- 4) What creates an effective color palette,
- 5) To make statistical information memorable,
- 6) To use Type as Graphics,
- 7) How to have your PowerPoint support your story

John Fallon is a Presentation Skills consultant, Speaker, Author, Performer, Educator and PowerPoint/Keynote Expert. John is the CEO of John Fallon Presents, a member of NSA and our chapter, and an award winning competitive member of Toastmasters International.

Saturday Afternoon

Selling Each Other Better in Tough Economic Times– NSA Members Only Session

One of the greatest assets of our chapter membership is having NSA peers who can help us grow our business and even refer us to their clients. It's time to create a corporate setting where we can actually discuss, as a member only group, what we do and how we do it – where we want our business – and how our peers can help us get it. This session is our first step to creating a chapter that operates like an effective mastermind group. This will not be a chat session. This will be an intense discussion with questions given to you in advance, and strict adherence to time. Come let us get to know you better and help your business really grow! We really are better together – so let's leverage our strengths and come out even stronger.

A Message from Our President...

The January meeting was one of the best. VP of Programs, Patrick Henry, out did himself by arranging two days of events that were entertaining, packed with usable content, and were just plain fun. Friday evening attendees had the privilege of experiencing Ty Boyd, CSP, CPAE. Ty is a true master of the art of speaking and has the gift of connecting with each individual audience member, making them feel special.



Steve Rizzo, CPAE, was outstanding with his great wit and polished delivery style. Friday night he had us rolling with bits taken from his comedy club routines and on Saturday he continued to make us laugh and amazed us with his business sense.

Jeffrey Gitomer, CSP, CPAE, is like a football coach that shakes his quarterback by the shoulder pads, and says, "Think man, think!" Sometimes we get lost in the bells and whistles of this speaking business we forget the importance of common sense thinking. Gitomer has a unique way for bringing you back to reality. His ideas and philosophy on positioning yourselves for success were priceless.

It was Past Presidents' Weekend and we were fortunate to have nine past Chapter and four past NSA presidents, who are Carolinas Chapter members, in attendance. Saturday afternoon was the "Past Presidents' State of the Speaking Business Panel" where each President freely shared their knowledge and wisdom of the speaking business today and the future.

"Just Start" is this year's theme. It's time to quit saying, "One day, I want to ..." This year is your "one day." Maybe you're thinking about a new book, a new speech, or a new market. Don't wait until the stars and the moon are perfectly aligned or the economy is booming. "Just Start" by letting NSA/Carolinas turn your "want to's" into "have done's".

To start the "have done's", ask yourself have you become the master of single-tasking? Feel like you're running a marathon in waist deep water? Is your To-Do-List growing faster than kudzu in July? If so, you owe it to yourself, your family, and your clients to attend the April meeting and experience the "Productivity PRO", Laura Stack, CSP. She will teach you to minimize your stress and maximize your results. In other words, "She will change the rest of your life."

John Fallon is going to change your "have done's" concerning your Power Point/Keynote presentations with his topic, "The Art of Digital Story Telling." He will help us learn ways to enhance our digital presentations. And, Kelly Swanson will facilitate the afternoon session, For Members Only. This is a can't miss session!

The NSA/Carolinas board is committed to equipping you with quality educational programming, networking opportunities, and the encouragement to achieve your speaking career dreams. We look forward to seeing you in Charlotte, on April 9-10. Register Now! at www.nsacarolinas.org

Here's a business tip I would like to pass along to you. Have you considered the impression your phone greeting makes with your clients? I recently had Pro Voice USA upgrade my phone greeting. I was very pleased with the quality, pricing, and their speedy service. Check out their website for examples and other voice over services they offer. www.provoiceusa.com

*Glenn Strange
President*

2010 NSA/Carolinas Meetings

April 9-10 Quarterly Meeting
June 11-12 Quarterly Meeting
September 10-11 Quarterly Meeting
November 12-13 Speakers School

2010 NSA Meetings

2010 National Conference – July 17-20, 2010
Orlando World Center Marriott – Orlando, FL

**All NSA/Carolinas meetings are at the Hilton
Executive Park in Charlotte, NC**

*The next NSA/Carolinas Board Meeting will be at
3:30pm on Friday, April 9th at the Hilton.*

Members are invited to attend.

2010 Board of Directors

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Chapter Announcements

The NSA/C Carolinas Board elected **Patrick Henry**, as the 2010-11 President Elect for the Carolinas Chapter. Patrick will be the coordinator for the November 12-13, 2010 Speakers School. Congrats to Patrick!

2010 Chapter Member of the Year- Members be thinking of a member who has shown outstanding leadership and dedication to the chapter this year. Nomination forms will be emailed to you on March 15. Election will be in May. Announcement of the winner will be at the June 12th Chapter Meeting.



NSA Carolinas Past Presidents

L to R - Bob Janet, Russell White, CSP, Becky McCrary, CSP, Cher Holton, CSP, Al Walker, CSP, CPAE, Laura Hamilton, CSP, Mike Summey, Jeff Davidson, Ray Leone



NSA Past Presidents

Al Walker, CSP, CPAE, Lenora Billings-Harris, CSP, Jeanne Robertson, CSP, CPAE, Ty Boyd, CSP, CPAE

Please update your NSA/C Carolinas Web site Directory Information if you have not done so recently. Forgot your password? Contact our great webmaster, Tom Stevens at tom@thinkleadershipideas.com

Location: Hilton Executive Park at I-77 & Tyvola Road
Charlotte, North Carolina (704-527-8000)

April 9-10th Meeting
Registration

Member Name _____

Staff Member/Spouse/Guest _____

Email _____

Check enclosed for \$ _____ or charge my credit card: Master Card Visa

Credit Card Number _____ Exp Date _____ Amount \$ _____

Signature _____

- \$25 per person registration for **Members, Staff or Spouse, NON-Members, and Guests** for Friday Night Event Only**
- \$59 Pre-registration for **Members, Staff, or Spouse** for Saturday Meeting**
- \$84 Pre-registration for **Members, Staff, or Spouse** for BOTH Friday Night & Saturday Events**
- \$99 Pre-registration for **NON-Members and Guests** for Saturday Meeting**
- \$124 Pre-registration for **NON-Members and Guests** for BOTH Friday Night & Saturday Events**

**We strongly encourage pre-registration through PayPal on our Chapter website, www.nsacarolinas.org
This is the most effective way to ensure our numbers are correct for each event for meals and materials.**

All registrations must be received before April 2nd.

After this date, an additional fee of \$10 will be added to the registration.

Phone, fax, or email registrations are accepted.

****No refunds or transferring of meeting registrations can be accepted once payment has been processed.**

Please make your own hotel reservations, and ask for our NSA/C Carolinas group rate of \$89 at the Hilton Executive Park. There are limited rooms at this special rate, so please make your reservation ASAP!

**Mail check, payable to NSA/C Carolinas,
& registration form to:**

Laura Hamilton, CSP
NSA/C Carolinas
PO Box 30058
Winston-Salem, NC 27130
336 996-9405 Office / 336 996-9409 Fax



NSA/Carolinas Meeting Agenda

Friday, April 9 – *(Business Casual is suggested)*

6:00 Buffet Dinner

6:45 Welcome – **Glenn Strange, President**

6:50 *Reflection* with **Charles Petty, CSP, CPAE**

Saturday, April 10 – *(Business Casual is suggested)*

8:00 Registration and Continental Breakfast

8:20 First Timers Orientation – **Kelly Swanson, VP of Membership**

8:30 Welcome - **Patrick Henry, VP of Programs**

8:40 **Laura Stack, CSP**, Vice President, National Speakers Association - “**The State of The National Speakers Association**”

9:00 **Laura Stack, CSP** – “**Organizing the Speaker’s Office: Setting up Your Systems for Success**”

10:30 Energy Break

11:00 **John Fallon** – “**The Art of Designing Digital Story Telling**”

12:00 NSA/Carolinas Chapter Business – **Glenn Strange, President**

12:15 Networking Lunch

1:15 “**Selling Each Other Better in Tough Economic Times**” – an NSA/C Members Only Session

2:45 Closing Comments

NSA / Carolinas

A Chapter of the National Speakers Association

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